

INVITATION - PRESS CONFERENCE

WORLD VITILIGO DAY

Non-profit VR Foundation works with patient support groups to recognize the neglected skin disease which affects over 100 million people worldwide, and mark World Vitiligo Day by the United Nations.



DATE AND TIME: Friday, June 22, 2012 at 11:00

A crowdsourcing project in healthcare will be among the items discussed at the meeting. The purpose of the project is to gather information and produce relevant data to enable decision-makers to take the measures demanded by payers in rapidly changing healthcare environment.

Background: June 25th is a significant date in the calendar because it marks the passing date of pop-star Michael Jackson, a long-time vitiligo sufferer. The most famous entertainer in the world suffered from this debilitating skin disease from his childhood. "Heal the World", the song he was most proud to have created, was probably inspired by vitiligo.

VENUE: AULA MAGNA, UNIVERSITÀ MARCONI, Via Plinio 44, 00193 ROMA

A PRESS KIT, consisting of the press release, media announcement, the UN petition leaflet, interviews will be made available for the press conference. Materials will be available in English and Italian, and promptly upon request in French, Russian and Chinese.

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Wikipedia page: http://en.wikipedia.org/wiki/World_Vitiligo_Day